



JUDGE VALUE BY MERIT



OME MANUFACTURERS
of Toilet Preparations put

a fictitious price on their products to establish them as

of superior quality among undiscerning people—who judge merit by price—and with resulting limited sales maintained only by expensive advertising, high prices remain necessary.

The retail prices quoted herein upon our goods are, in all cases, extremely low, and yet they are double the actual cost to one who purchases an assortment of our Soaps and Toilet Preparations, (of his own selection,) to the total value of \$20.00, our price being only \$10.00. Should you choose a Larkin Premium instead of double value in Soaps, the saving to you still remains one-half of retail values. Any order to the Larkin Soap Co. of a net value of \$10.00 means a saving to the purchaser of fifty per cent.—all the profits and expenses of middlemen. The reality of this is proved every day, in every community, by those who obtain Larkin Premiums absolutely free by selling the Larkin Soaps and Toilet Preparations, at the regular retail prices, for a total sum sufficient to pay our bill, and give them the Premium: a liberal reward for pleasant effort.

Modjeska

Coilet Preparations

Exquisite, Hygienic, Aids to Feminine Felicity.

Care should be exercised in selecting for the toilet table only those preparations known to

be wholesome and non-injurious.

In decided contrast to the wise economy of Larkin methods in the conduct of our business departments, is the lavish expenditure in our laboratories devoted to the preparation of our "Modjeska" line of exquisite toilet luxuries. Nowhere else do we so liberally observe the proverb, "There is that scattereth, and yet increaseth; and there is that withholdeth more than is meet, but it tendeth to poverty."

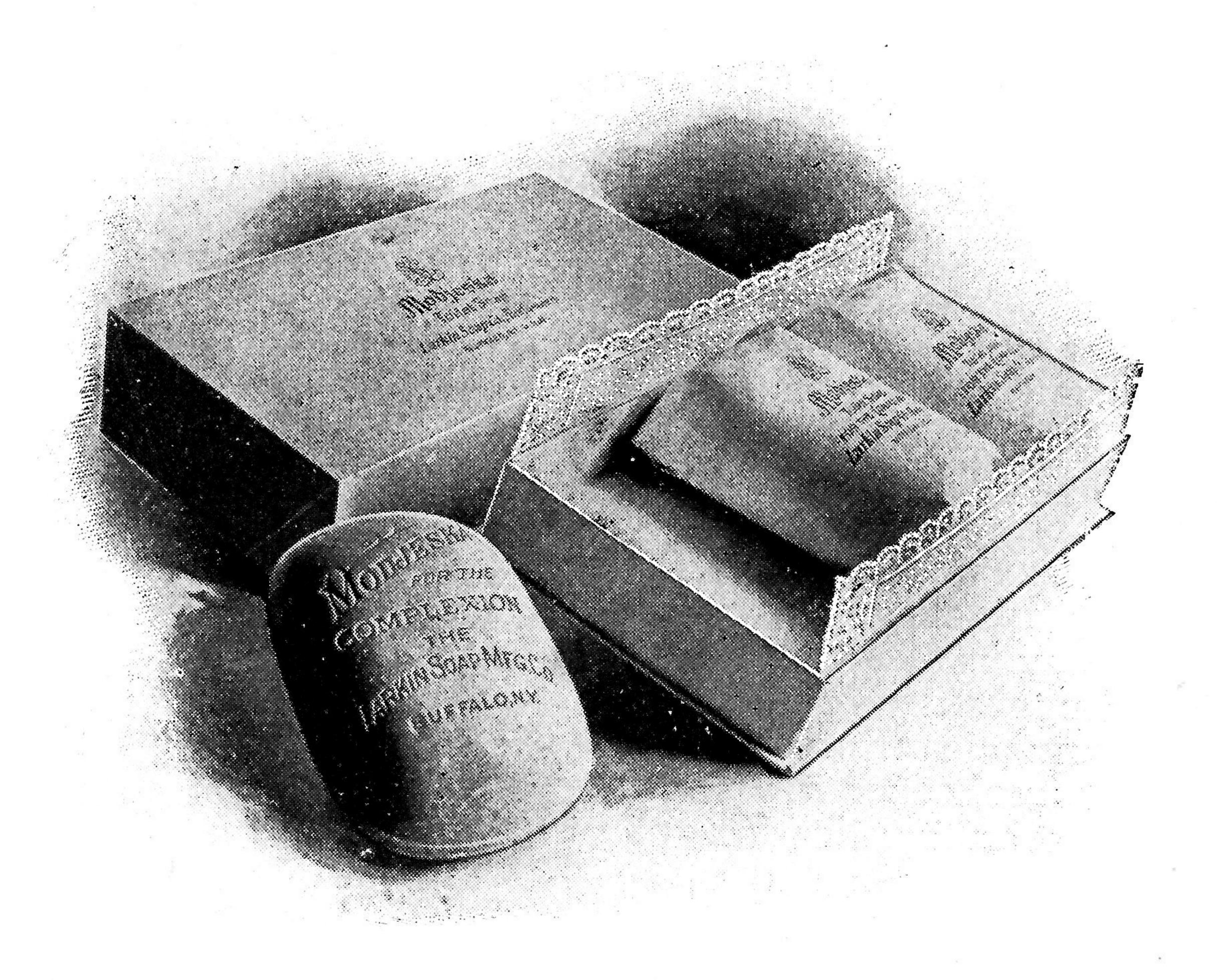
The spirit dominating this department is not primarily commercial, but researchful and deliberative. Success is sought only in perfection. Every article is made of carefully tested and perfectly pure materials, and in the best manner known. No toilet accessory is formulated until research is exhausted and all possible knowledge is applied to produce the highest results. After that, absolute uniformity is inflexibly preserved.

Larkin Toilet Soaps.

None of our toilet soaps contain free alkali, and all excess of moisture is abstracted by the French Milling Process, which also insures full fragrance until they wear to a wafer. They have nothing in common with the so-called toilet soaps sold to-day—soaps that are imperfectly saponified, cheaply and carelessly made, from inferior materials, by incapable men, who allow them to contain hurtful free alkali, and perfume them with various cheap artificial "perfumes."

Modjeska Toilet Soap.

Our Modjeska Toilet Soap heads our list. A few people believe imported soaps must be the best, but we challenge analytical comparison of Modjeska Soap for purity and antiseptic and dermatological qualities with any soaps, at any price, from any source whatsoever.



It is the purest soap, made with extreme care at every step, scientifically saponified and medicated, absolutely neutral and bland, producing a lather, emollient, profuse, creamy.

Its subtile perfume is derived by consummate skill in combining the rich spices of Arabia with the delicious and costly odor of roses and of geranium, jasmine and orange blossoms, gathered from the cultivated fields of France, Italy and Algiers.

Attractively put up, three cakes in a box.

Price per box, . . 60 cents.

Modjeska Derma-Balm.

Among the choicest of hygienic toilet dainties is Modjeska Derma-Balm, a cooling, soothing lotion that softens, clears and preserves the skin. After bathing, a little of it applied to the

face, neck, arms and hands and well rubbed in will immediately be found beneficial. The medicinal properties of Derma-Balm preserve the skin, nourish the tissues and produce a complexion of velvety softness.

A pleasing characteristic of this lotion is that at any time during the day it may be used to advantage, there being no suggestion of greasiness, nor does it make the skin shiny. It is quickly absorbed, leaving a delicate odor, suggesting freshness and cleanliness. The housekeeper will find by an application of this daytime demulcent, after completing her duties, that her



face and hands become smooth and soft. The effects of the cold winter winds and the tan and burn of summer sun, by its use may be overcome. Nothing is more effective than this pure skin-food for counteracting all irritations of the skin.

The morning shave, necessary for most men, will be made a more easy and pleasant task by the aid of Derma-Balm. It is a most grateful after-shaving application—softening and healing the irritated skin.

Price per 3-oz. bottle, .

25 cents.

Modjeska Cold Cream.

A soothing and healing preparation, containing valuable medicinal properties. Never turns rancid. A creamy, sweet and wholesome un-

guent, best used before retiring.

The cold, bleak winds and variable temperature of North America produce a rough and sallow complexion, and no matter how good the general health may be, the smoothness of the healthy skin of youth is often lacking. The skin becomes chapped, cracks, then heals and leaves a faint trace of a scar; these lines cross and recross, and at twenty-five a woman who neglects her complexion, although young in years, may have a wrinkled face that proclaims her forty.



The sensitive mucous linings of the vocal and breathing organs are affected in a very similar way by the same combination of causes, and we have inflammation of the membranes of the nose and head, resulting in Catarrh.

Modjeska Cold Cream is a cure for both. Rubbed on the hands and applied to the face freely, it will ensure the rosy bloom that has made the women of Southern Italy famous. With right hygienic conditions, there is no reason why a woman of sixty should not preserve the beauty that results from a good circulation and clear skin, which she possessed at twenty. To keep the skin clear, smooth and free from wrinkles, apply Modjeska Cold Cream on retiring, after a thorough cleansing. In the morning use Modjeska Complexion Soap.

For the many and various cases where a salve is desirable, Modjeska Cold Cream is excellent.

For Infants' Comfort it has no equal.

For Cuts, Bruises, Burns or Scalds, Chilblains or Frost Bites, Sunburn, etc., unexcelled.

For Weak, inflamed and Sore Eyes, quickly

stops irritation.

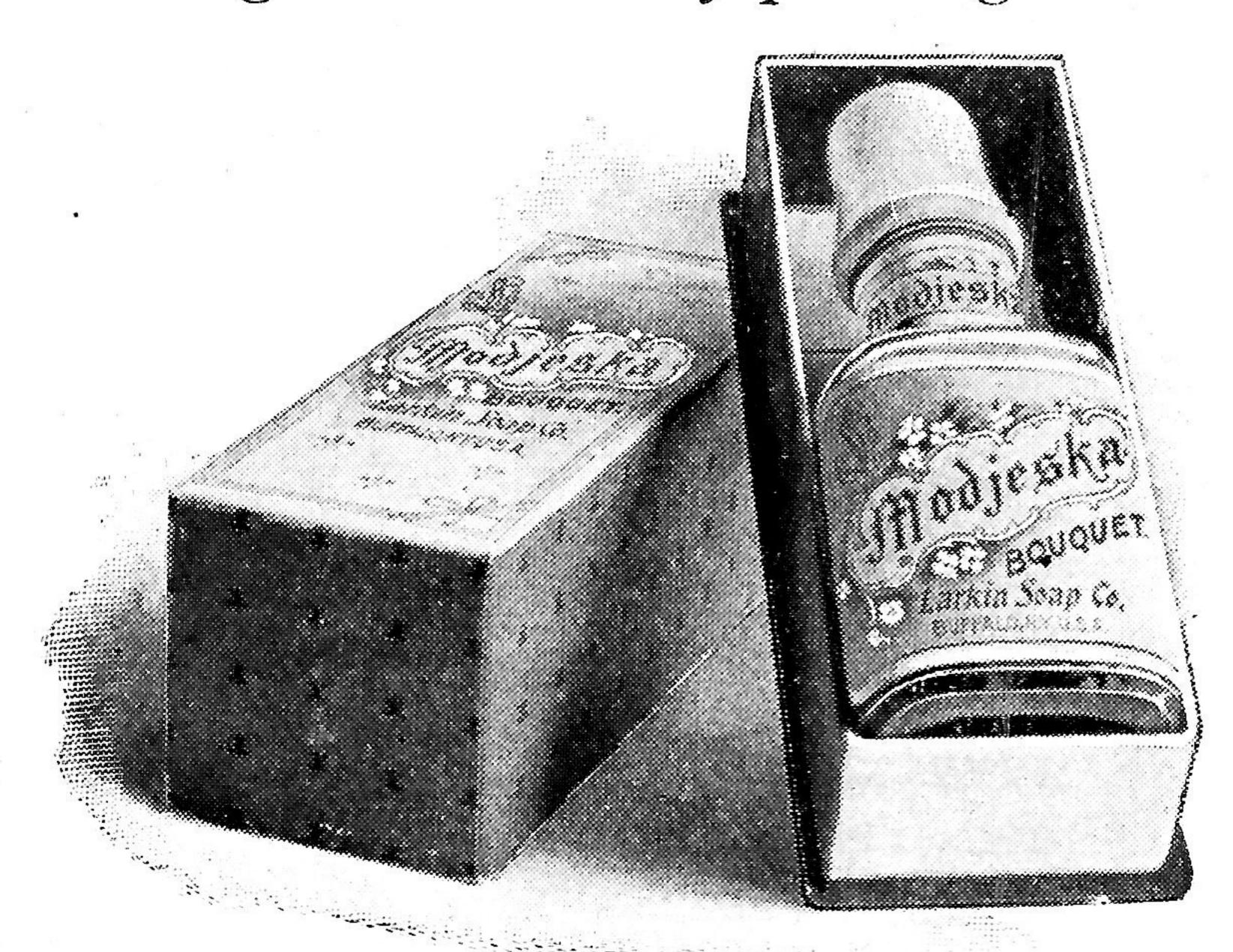
For Chafing, Sore Nipples and Chapped Hands, apply as often as twice a day and rub in well.

For Catarrh and all Colds in the Head, Sore Throat or Cold on the Lungs, a grateful relief. It may be taken internally for Sore Throat.

Price per 2-oz. porcelain jar, - \$.25 Per ½-lb. porcelain jar, - 1.00

Modjeska Bouquet.

A rich, refined perfume for the handkerchief and clothing. In popularity and sales it exceeds any other proprietary perfume. Is refreshing and lasting. Particularly pleasing to men.



Glass-stoppered 1-oz. bottle, in an attractive box. Price per bottle, . . 35 cents.

Modjeska Quadruple Perfumes.

There is that in flowers which appeals to feminine taste—all women love flowers. The demand for natural flower odors in perfumes is increasing. This is not simply a caprice of fashion, but a popular recognition of the wonderful fascination of flower odors, and especially of the recent advances made in the Perfumer's art as exemplified in our Modjeska Quadruple Flower Extracts. Quality is the first consideration throughout the manufacture of these high-class perfumes, and they are unequaled for delicacy, purity, endurance and refinement. They are the result of large experience, careful experiment, hard study and lavish expenditure. Our customers are invited to compare them with the finest imported goods, so much higher in price.

Modjeska Carnation.

A perfect extract produced from pink and white carnations, and distinguished by its fresh, spicy fragrance.



One of the most popular scents of the day. Very lasting. A few drops upon the handker-chief will attract attention by its naturalness.

Glass-stoppered 1-oz. bottle, each in a carnation-and-gold box.

Price per bottle,

50 cents.

Modjeska Heliotrope.

In this extract is concentrated the delicious, sweet fragrance of Heliotrope flowers. By a special treatment the heavy sensuous odor of the

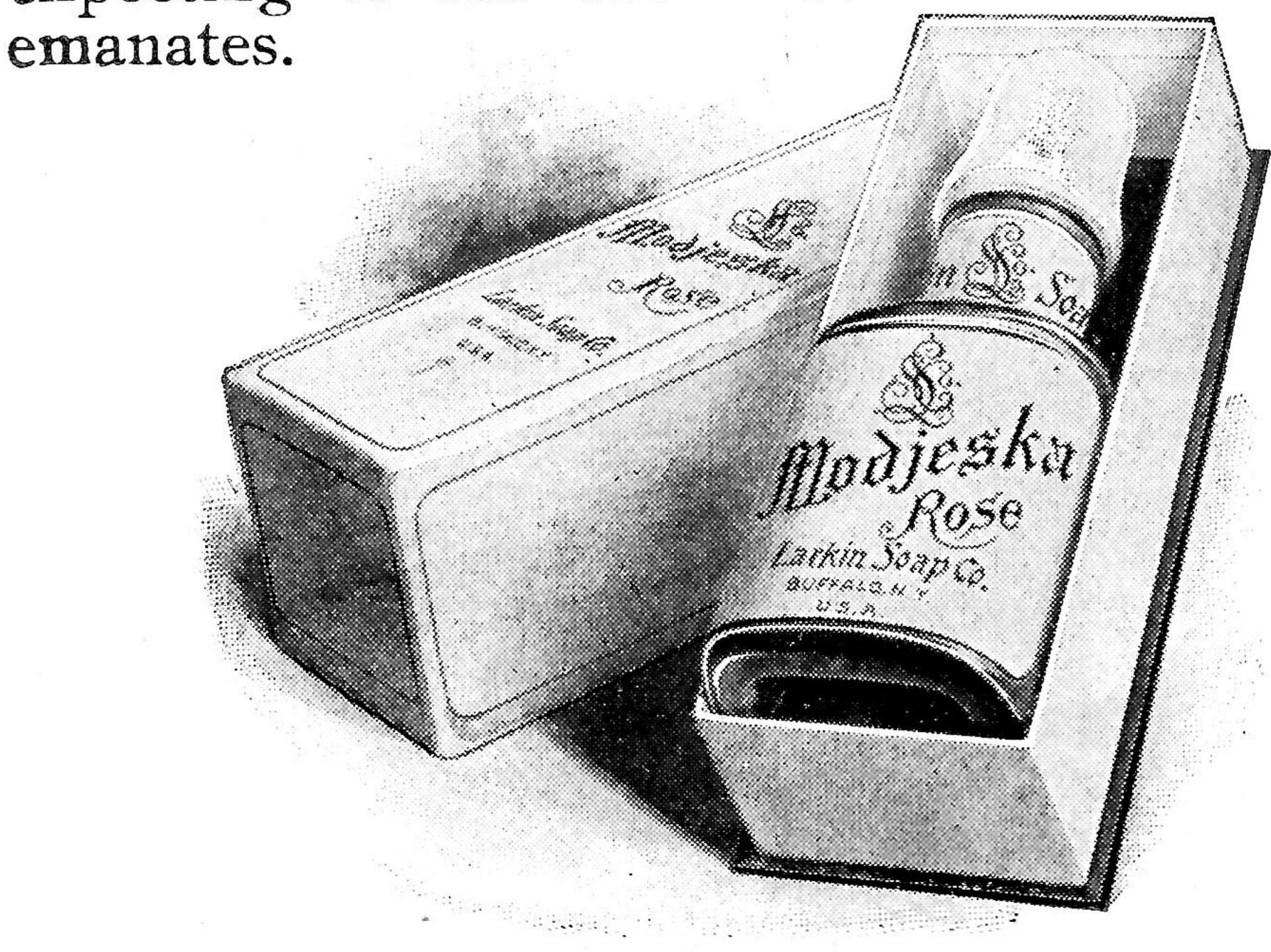


Glass-stoppered 1-oz. bottle, in a dainty box.

Price per bottle, 50 cents.

Modjeska Rose.

An odor combining the delicious sweetness of "American Beauties" with the fresh, delicate fragrance of "Bride" roses. So natural is this scent that one instinctively turns to the user, expecting to see the flowers from which it



Glass-stoppered 1-oz. bottle, in dainty white-and-gold box.

Price per bottle,

50 cents.

Modjeska Violet.

A really great perfumer is almost as rare as a great painter, and the requisite genius is of the same high order. The task of blending into perfect harmony an odor fit for a lady's hand-kerchief is as subtle as is the creating of a sunset on canvas.

In reproducing the true odor of Violets, even with the aid of the concrete essence of that flower—to produce a single ounce of which, a hundred pounds of violet blossoms are consumed,—the perfume artist shows his master-hand.



Our Violet Perfume is a powerful concentration from Violets, made by the most advanced process. Mingled with the true Violet odor it has that pure, cool aroma of the green stems, so characteristic of the fresh flowers.

Glass-stoppered 1-oz. bottle, in a handsome violet-and-gold box.

Price per bottle, 50 cents.

Modjeska Violet Toilet Water.

A dainty toilet accessory embodying the delicate sweet odor of Violets; for dressing-table and bath.

As a spray it imparts a delightful freshness; restful and invigorating. A very small quantity added to a basin of tepid water, for an after-bath Violet sponging, is a fragrant luxury possible to everybody.

In toilet waters, as in perfumes, there is a wide difference in quality; the excellence of our Modjeska Toilet Waters in-



sures lasting favor with all users.

Price, per 4-oz. sprinklertop bottle, 50 cents.



Modjeska Lavender Toilet Water.

The fragrant odor of Sweet Lavender.

Price, per 4-oz. sprinklertop bottle, 50 cents.

Modjeska Eau de Cologne.

A refined and exquisite to ilet accessory. Very refreshing when applied to the face; especially agreeable as a restorative for headache.

Price, per 4-oz. sprinklertop bottle, 50 cents.





Senuine Bay Rum.

Our direct importation of the finest quality of West India Bay Rum.

None better can be purchased at any price.

Price, per 4-oz. sprinklertop bottle, 25 cents.

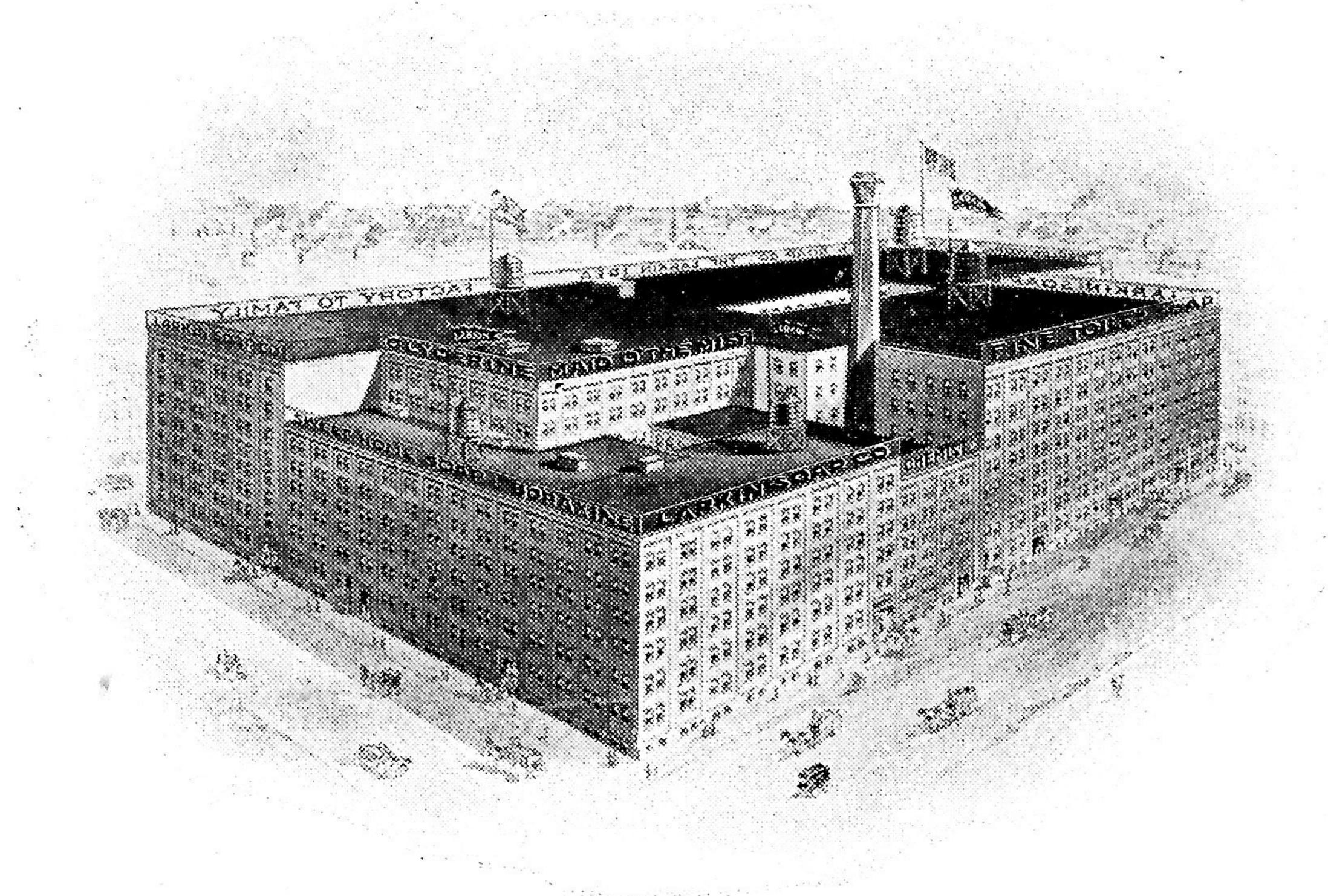


Sachet Powders.

Rose, Heliotrope, Violet and Carnation Pink,

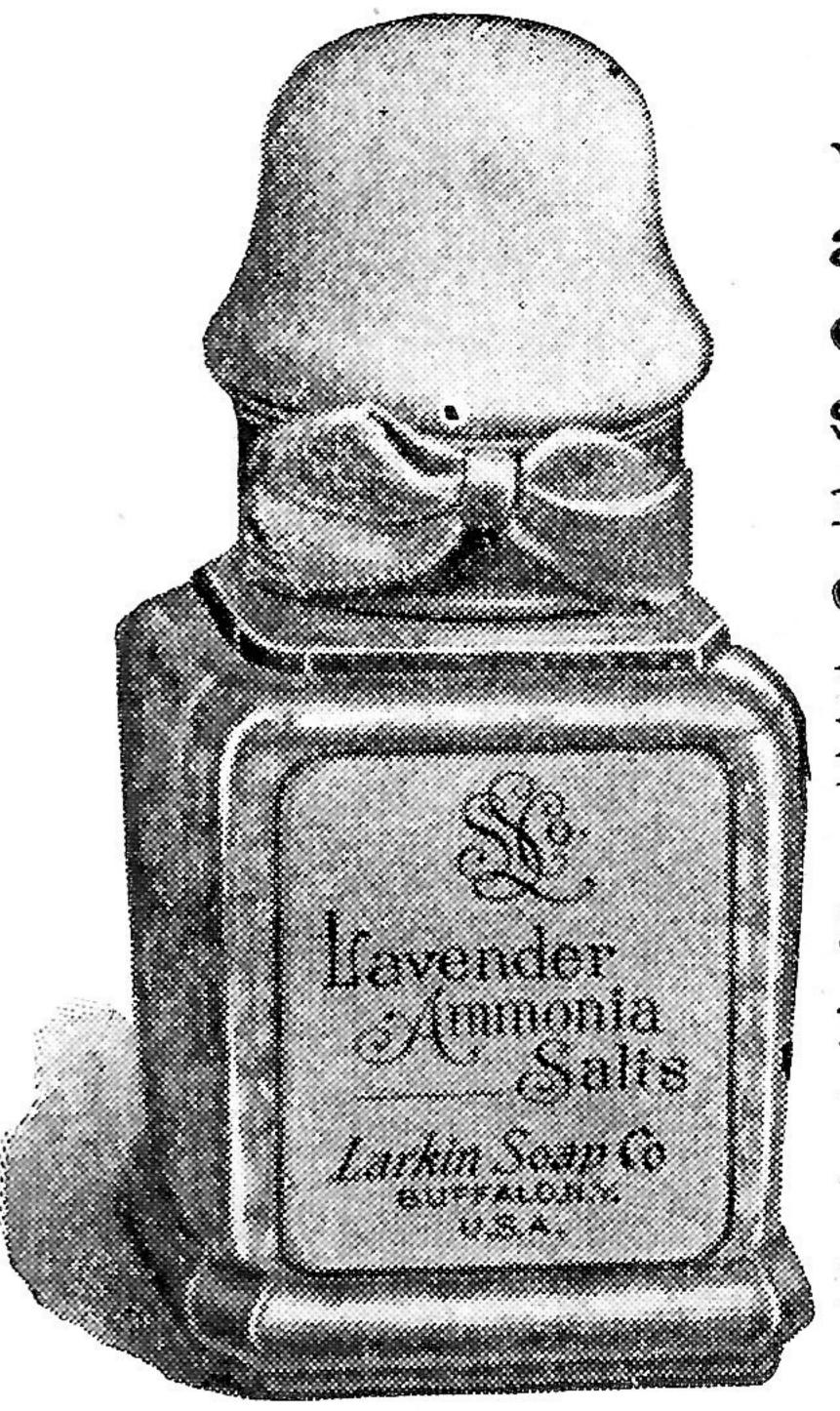
all highly satisfactory concentrated perfumes of flowers, in powder form. In handsome color-decorated packets, which continue to diffuse their subtile sweet odors among stationery, clothing, laces, ribbons, gloves, etc., two months or more.

Price per package, . 10 cents each. Price per 1-oz. box, . 25 cents each.



THE LARKIN FACTORIES AND LABORATORIES, 1904.
Twenty-Nine Acres of Floors—Still Growing.

Lavender Ammonia Salts.



For headache, faintness and vertigo, there is no more agreeable, convenient and efficient relief than smelling salts. An open bottle in a room will quickly impart an exhilarant tone to the atmosphere, oppressive but a mo-

ment before.

Our Lavender Ammonia Salts are pungent, refreshing, invigorating, and very popular with our customers, who appreciate true merit rather than high price.

In 2-oz. glass-stoppered bottle.

25 cents. Price,

Modjeska Talcum Powder.

A velvety, antiseptic absorbent, compounded only of purified Talcum and Boracic Acid, deli-

cately perfumed.

The medicinal properties of this powder contribute materially to the comfort of invalids in the sick-room and infants in the nursery. It prevents chafing, and affords immediate relief in Prickly Heat, Nettle Rash, Measles, Chicken Pox, Scarletina and all skin irritations.

For moist and oily skin, blistered and sweaty feet, chapped hands, etc. A beneficial absorbent for use after

bathing and shaving.

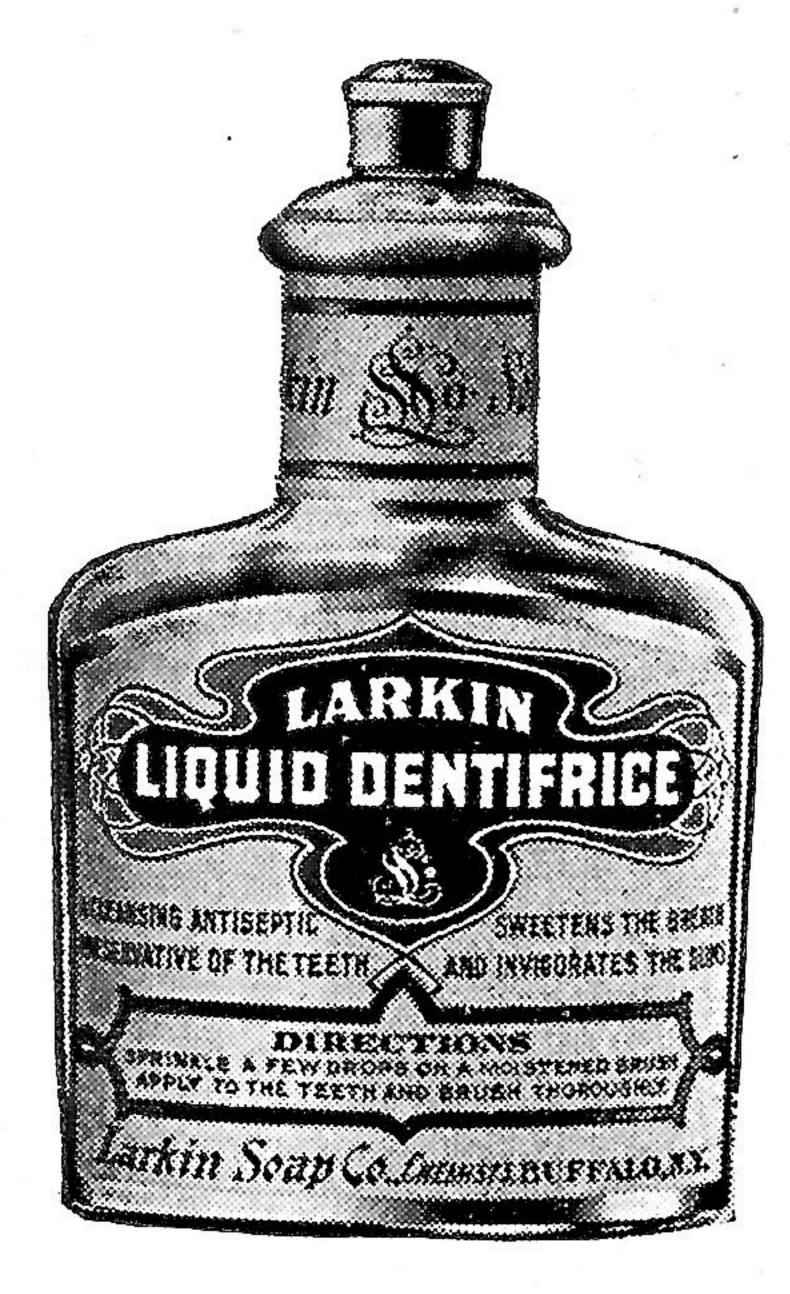
Our Modjeska Talcum Powder has no superior at any price. When you pay more, you pay not for value but for methods of marketing

much more costly than Larkin methods.

In 3-oz. box, (regular size) with sprinkler-cap. 15 cents. Price,



Larkin Liquid Dentifrice.



An antiseptic liquid dentifrice, cleansing and purifying. The frequent use of a few drops sprinkled on a moistened brush and applied to the teeth preserves them, sweetens the breath and keeps the gums in a healthy condition.

We recommend that Larkin Liquid Dentifrice be used in connection with Larkin Tooth Powder; together they con-

tribute materially to sound teeth and a healthy mouth.

Larkin Tooth Powder.

Too much care cannot be exercised in selecting a superior powder dentifrice. Larkin Toothpowder preserves, beautifies and whitens the teeth, invigorates the gums, purifies and sweetens the breath. It is entirely free from grit, and will not scratch or injure the enamel.

It cleanses thoroughly and provides the requisite amount of friction to remove the mucous and daily incipient deposits of tartar. Best used after meals.

Children's teeth should receive daily cleaning as soon as they appear. The baby teeth should be preserved until the little jaw has grown enough to receive the larger permanent set without uncomfortable and unsightly crowding.



In 2-oz. bottle, with sprinkler-top.

Price, 20 cents.

Chemically Pure Slycerine.

HIGHEST CONCENTRATION.

For Toilet and Medicinal purposes.

Pure glycerine is one of the most valuable cosmetics that modern chemistry has placed at the service of women. It has a wonderfully beautifying effect upon the skin, making it white, soft and very supple, thus preventing its cracking or chapping. In applying glycerine never use it in its concentrated form, as it absorbs so much water from the skin it appears to burn. should be diluted with an equal or greater portion of water.



Specific gravity, 1.262 or 30° Beaume, at 15° Centigrade or 60° Fahrenheit.

Price per 2-oz. bottle, . . 10 cents. Price per 6-oz. bottle, . . . 25 cents. Price per 16-oz. bottle, . . 60 cents.

Witch Hazel Shaving Soap.

We hope our feminine friends will not view as an intrusion here, reference to our Shaving Soap. It is worthy the company it is in, and every woman who is interested in a man will be interested to know and to tell him that the Larkin Witch Hazel Shaving Soap acknowledges no equal. Our advertisements, you will note, do not abound in superlatives; we do not presumptuously claim a monopoly of skill and knowledge in producing goods of our class in spite of the immense quantities of inferior—nay, spurious—goods in the market, tempting a conscientious manufacturer to forget that a few remain true to their calling. We never put an

article on the market that is not equal to any, and in a few things we can demonstrate, by any and every kind of test, that we excel all others. Those women who know how particular men are about their shaving soap and who have

heard them condemn for one fault or another, nearly all kinds obtainable, will perhaps agree with us that quality counts for more in a shaving soap than in any other manufactured article.

Witch Hazel Shaving Soap produces a copious, creamy and most lasting lather; it



never slimes in the cup, and it is delightfully perfumed with a refreshing scent of which men never tire.



In sticks wrapped in tinfoil and packed in strong traveler's case, or in round tablets to fit the cup.

Price, per stick or tablet, . . . 10 cents. Price, per 1-lb. pkg. (six tablets), 50 cents.

LARKIN Witch Hazel

The Purest Double-distilled Alcoholic Extract
...of...
HAMAMELIS VIRGINICA.



Excellent for Burns, Sprains, Wounds, Neuralgia, Chilblains, Etc.

Preferred by many as an aftershaving application.

FULL PINT - PRICE 30 CENTS.



Pan=American Awards: Two Gold, One Silver and Three Bronze Medals.

Larkin Soap Co.

Established, 1875.

FACTORY=TO=FAMILY SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS, IMPORTERS.

Factories, Laboratories and General Offices: BUFFALO, N. Y.

Branch for West=of=the=Mississippi Patrons: PEORIA, ILL.

Local Branches:

19 Eliot St., = = = = BOSTON.
2221=31 Arch St., = = PHILADELPHIA.
820=824 Liberty Ave., = PITTSBURG.
49 Barclay St. and } = NEW YORK CITY.



Omaha Award: Gold Medal.

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